Maritime Silk Road Media Cooperation Platform launched in Guangzhou

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The Maritime Silk Road Media Cooperation Platform was launched in Guangzhou on Dec. 1. It was initiated by South-Guangdong's flagship international communication media outlet under the Nanfang Media Group, with media delegates from 11 countries along the Maritime Silk Road, aiming to boost content collaboration and storytelling across regions.

The launch ceremony, held in Guangzhou, was attended by partners from countries including Egypt, Fiji, Indonesia, Malaysia, Myanmar, Vanuatu and Vietnam. As Guangdong's premier multi-language media platform, South views this as a key step in building its global news network.

A Toolkit for Co-authoring New Narratives

The platform is designed to facilitate resource sharing and joint content production, focusing on co-creating new narratives of stories along the Maritime Silk Road.

Huang Can, Editor-in-Chief of Nanfang Media Group, emphasized the value of collaborative reporting over independent reporting. "It's meaningful to co-create narratives about peace and mutual success," he said.

South's Editor-in-Chief Zhao Yang outlined a six-point collaboration plan, which includes regular joint media coverage, joint production initiatives, a coordinated response mechanism for major news, cross-platform content sharing, a sustained dialogue mechanism, and exploring new business and cultural collaboration.

The platform is committed to fostering genuine two-way communication. Responding to inquiries from media representatives from Indonesia, Fiji, and Vanuatu, Zhao stressed its mutual benefits.

"Stories from countries along the Maritime Silk Road have a ready audience in the Guangdong-Hong Kong-Macao Greater Bay Area, with many natural connections through trade, diaspora, and tourism," Zhao said. He cited potential collaborations such as Indonesia-Guangdong trade reports ahead of next year's APEC meetings and co-produced travel videos about Fiji for the regional audience.

Development-centered Story Paradigm Echoed through Hall

At the launch seminar, media leaders discussed using the platform to promote more constructive international coverage.

Leone Kacimaimuri Cabenatabua, Senior News Editor at Fiji Sun, noted the pervasive influence of the "negative news sells" mindset. "China's support after Fiji experienced political instability changed our perspective. We should highlight development and cooperation—what truly matters to people's lives instead of division and racism," he said. He praised Chinese journalists' dedication to development-focused reporting and sees the platform as a test ground for a new storytelling paradigm.

Hanni Sofia, Head of the Economy News Department at Indonesia's Antara News Agency, highlighted the platform's role in navigating the digital era together. "Antara sees China as both a strategic partner and a hub for media innovation and learning," she said.

Prior to the launch, South organized a four-day field visit tour in Guangdong for the visiting delegates, covering technology, rural development, and culture in Shenzhen and Guangzhou. The group also covered the opening of the 2025 Understanding China International Conference.

Mohamed Elmehalawy, Deputy Editor-in-Chief of Cairo 24, observed Guangdong's "balanced development between industrial innovation and cultural preservation." He affirmed the media's role as a bridge, pledging to share the Guangdong experience and co-create more human-centered stories between Egypt and China.

Mohamed Elmehalawy.

South has launched an onlinemultimedia column featuring the delegation's experiences as a starting point for future co-created content.

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